

Dr. MANI R.,

BE, MBA, PGDHRM, Ph.D.

Assistant Professor, Nagaland University

Kohima Campus

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Faculty Profile

1. Organisation Name : Department of Management, Nagaland University

Kohima Campus, Meriema

Kohima – 797004, Nagaland

Designation : Assistant Professor

Date of Joining : May 08, 2023

Education

Qualification	Name of the Institution	Year of Passing	% of Marks
PhD in Management	Social Media Banking: A study of Usage, Benefits and Challenges (Pondicherry University)	2021	Awarded
PGDHRM	Pondicherry University	2014	64.7
MBA (Banking Technology)	Pondicherry University	2012	75.9
BE (CSE)	Anna University, Chennai	2010	66.0
HSC	State Board, Tamil Nadu	2006	82.3
SSLC	State Board, Tamil Nadu	2004	90.6

Certifications

- Qualified in National Eligibility Test with **UGC-JRF** in the subject of Management (2012).
- Certified in NCFM (NSE Academy Certification in Financial Markets) Fundamental Analysis Module (2016)
- Certified in R Essentials (R 101) by IBM (2020)
- Completed certificate course in Fundamentals of R offered by Amity future Academy
- Completed certificate course in Data Science offered by Amity future Academy
- Completed 5-day career course on Data Science Conducted by Layola College, Chennai during June 13-17, 2020

Areas of Interest

- Financial Management
- Banking and Financial Institutions
- FinTech

Journal Publications

1. Customer Engagement with Social Media Bank Pages with Reference to Facebook, published in “International Journal of Recent Technology and Engineering”. (SCOPUS Indexed) (ISSN No. 2277-3378, Vol.8, Issue 2S11, Sep 2019)
2. A Macro-Micro effect of Demonetization an Indian experience, published in “International Journal of Engineering Development and Research”. (ISSN No. 2321-9939, Vol.7, Issue.4, Oct 2019)
3. Banks Alternate Delivery Channels (ADC) and its impacts on Financial Inclusion published in “Think India Journal”. (ISSN No.0971-1260, Volo.22, Issue.10, Nov 2019)
4. Recapitalization and its impact on the bank’s stability, competitiveness and profitability: Evidence from Indian PSBs published in “Copernican Journal of Finance & Accounting” (ABDC Listed) ((ISSN No.2300-1240, Volo.11, Issue.2, Dec 2022)
5. Users’ engagement on banking activities in Social Media: A study with reference to facebook published in “Copernican Journal of Finance & Accounting” (ABDC Listed) ((ISSN No.2300-1240, Volo.11, Issue.3, Dec 2022)

Conferences /Workshop /Seminar Presented /Attended

1. **Presented** a paper, “Impact of Social Media on select Indian commercial Banks”, at National conference on Environmental Sustainability through Green Strategies, A.E.T College, Attur.
2. **Presented** a paper, “Effect of Digital Banking on Financial Inclusion in India” at international conference on Digital Banking for Sustainable Development, Department of Banking Management, Alagappa University, Karaikudi.
3. Participated in “Recent trends in Social Science research”, Gandhigram Rural Institute,

Dindigul.

4. Participated in “IT skills for Scholars”, UGC – Human Resource Development Centre, Pondicherry University
5. Participated Advanced Data Analysis for Management Research and Decision Making, VIT Business School, VIT University, Vellore.

Personal Profile

Address for Correspondence : Assistant Professor
Department of Management
Nagaland University Kohima Campus
Meriema
Kohima – 794004, Nagaland, India

Permanent address : No. 2/25, East Street
Puthur Post, Thalaivasal Taluk
Salem District- 636112
Tamilnadu, India

Date of Birth : 11 – March – 1988

Gender : Male

Father’s Name : Ramasamy A

Mother’s Name : Thangammal R

Marital Status : Single

Nationality : Indian

Date: 09/08/2023

Dr. Mani R.
Place: Kohima, Nagaland